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INSIDE "INSIDE..."

In this last issue for 1979 you'll find an account of Bob Kern's findings as he digs into the latest communication research...a report of a GAO inventory of food, nutrition and ag programs... some job changes and announcements...notes about some more award winners...and maybe even some more news you can still use before the '80s hit us full blast.

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ALL ABOUT FOOD, ETC.

Former General Accounting Office inf systems officer Dorothy Fisk, who now works with USDA's Office of Budget Planning and Evaluation, brought us a copy of a couple of books you might find interesting.

One, called "Inventory of Federal Food, Nutrition and Agriculture Programs," is a handbook which really describes the inventory. The other, the actual inventory itself, is called "Prototype Inventory of Federal Food, Nutrition and Agriculture Programs."

Both arose from requests from Congress and the Executive Branch and contain data on 359 programs in 28 different departments and agencies. The inventory not only describes what is but also tells about some other related inf systems and what future opportunities are available.

Single copies of GAO reports are free from U.S. General Accounting Office, Distribution Section, Room 1518, 441 G Street, N.W., Washington, D.C. 20548.

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WITHER GOES COMM

When Bob Kern came to GPA from Iowa State U. for a 6-month assignment to work on what we call the NPAC II proposal, he knew that one of the things he would have to do was dig into the literature to form a foundation for the proposal. He says the river of inf is recognizable but the channel has changed a little, mostly in the form of subtleties and insights.

He notes that the role of the receiver in communication has come into prominence as the control point in the process...that few see the source as the manipulator of the receiver...that there's argument about attitudes as triggers of behavior...and the battle seems to be going to those who see attitudes as controlled by the behavior rather than the other way around.

Diffusion of innovations hasn't gone unchanged either. Scientists in many fields are looking at the spread and adoption of ideas and

the classical model from agriculture gets mixed reviews...in fact, it's getting further refinements and alterations. Bob says "the literature grows with applications to marketing, advertising, organizations and more...and it's getting richer and more complex."

Bob also says human behaviorists also are moving...some of their findings relate to communicators. Learning theory won't stand still...and the "cauldrons bubble with motivation studies." Current focus seems to be on information processing, with attempts to model the human mind along computer lines.

There are even a number of theorists developing within mass communication. It's a growing international interest, he says, and not all footnotes in what he's read refer to English language reports.

If you want to get a safe glimpse at what's going on, Bob recommends digging into the yearbooks of the International Communication Association. Be warned, he says. Exposure can lead to addiction.

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WHAT'S NEWS? ASK
READERS....

If you haven't run across the report of "Changing Needs of Changing Readers," a study commissioned by the American Society of Newspaper Editors, you might want to invest 5 bucks in a copy. While they last, you can get a copy for your very own from ASNE, c/o Charlotte Observer, P.O. Box 32188, Charlotte, N.C. 28232.

Interestingly the study goes a few steps beyond the conventional readership project by pulling readers and editors into focus groups to help editors communicate directly with readers. That came about because one of the central conclusions of the study showed that there's a gap between editors and readers, and the best way to close--or at least to narrow it--is to improve communications.

That gap was called "much more than a simple difference of opinion between what editors think is new and interesting and what people want in their newspapers." The study found that many readers--especially the younger ones--have developed different attitudes about newspapers. They want more attention to personal needs and they are skeptical of newspapers...said the anonymity of writers and editors feeds this.

As one reader complained: "Editors live in one world--and I live in another. They're worried about the Middle East, and I'm worrying about meeting my bills."

Many readers made the point that local news coverage is too heavily oriented toward government and politics. A regular reader said, "Local news around here means City Hall, not what people are doing or have to know." Self-oriented features, plus hard news, apparently are the key to readership.

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HERE'S A RARE ONE

Four inf people, plus one who abdicated recently, are among the Forest Service staff who shared a \$35,000 (yep, you read that right) award for their work on the Roadless Area Review and Evaluation project. (Around, here we call that RARE II.)

George Castillo, Bill Hamilton, Bob Lake and Charles Newlon are headquartered here. Steve Harper, former inf type now at Salt Lake City, also shared in the award.

The RARE II study began in 1977 and was completed a year ago. It consisted of identifying 62 million acres of roadless and undeveloped national forest system lands and recommending their classification into wilderness, nonwilderness and further planning categories. The task force considered the comments of more than a third of a million citizens before the recommendations were made.

Lessee now...42 FS people shared the award...that makes more than \$800 each if it was shared equally. Nice, huh?

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MORE SPEECH OPENERS

Two interesting speech openings drifted "Inside's..." way this week. One from Joseph Jamele, Farmers Home Administration in Vermont, quoted the State Director there as addressing a builders' association with: "I've got good news and bad news...tonight. The good news is that more lumber is going to be harvested in our New England forests this year than at anytime in the last two decades. The bad news is--most of it is going to be used for firewood."

Then Lee Shields, Soil Conservation Service, quotes an assistant secretary at the recent Soil Conservation Policy Conference as saying: "I'm glad to see so many faces I recognize. I'm glad to see so many faces I don't recognize."

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TRY THIS "MANUAL"

Cordell Hatch, Penn State U., says if you're interested in electronic news gathering or electronic field production, you may want to contact him or Paul Ruskin for a copy of the "EFP Manual" just produced at Penn State. (It's a videotape, not a publication.)

The videotape runs 60 minutes and covers just about every facet of remote video production. Paul was the "manual's" chief producer. They'll make a dub for you if you'll send a blank U-matic or Betamax videocassette to 119 Ag Adm Bldg, University Park 16802.

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A REAL INSIDE ITEM

Local "Inside..." readers might like to know that the National Ag Library has a slow scan TV hookup on a trial basis through December as a way to improve access to library information.

Cameras are set up in the downtown branch library and in the main building at Beltsville for rapid viewing of papers, documents, graphs, maps and three dimensional objects. To use the equipment, one must come to one or the other places. If interested, contact Evelyn Brownlee, 73436.

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BANDY THIS ONE AROUND

From out of the blue came a flyer announcing a film clip featuring the National Future Farmers of America band. The film, offered to all commercial television stations for sign off and openings for the broadcast day, was sponsored by Sperry New Holland. (We didn't even know there was such a band...110 pieces yet.) Visuals for the film feature farm and ranch scenes from around the Nation.

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SWITCHING AROUND

We hear that Kathy Ellis, Animal and Plant Health Inspection Service, will be moving to Mexico City as inf specialist for Latin American programs sometime in the spring. Ken Goodrich, who has been there for several years, will be returning to D.C.

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CHANGES AT MISSOURI

Barbara Hoelscher, former consumer consultant for the Missouri Department of Agriculture, has become Supervisor of Informational Services for the dept. Jack Runyan, director there, says "informational services is an expanded version of the former 'communications' office. Barbara succeeds Anne Chadwick who's husband graduates from law school soon and they'll leave the area.

Barbara's got new telephone numbers: (314) 751-2078 and 4645.

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ON TO ROME

From Max Witcher of the Office of International Cooperation and Development comes word of an opening with FAO--the Food and Agriculture Organization of the United Nations. The job will be headquartered in Rome. RECEIVED

The opening is for a writer of special articles, speeches, booklets, pamphlets and fact sheets. Needed are a degree in economics or related fields, 7 years of experience as a writer on economic subjects and excellent knowledge of English, French or Spanish and working knowledge of one of the other two. Term of the assignment is 3 years.

No address for applying is given, but we recommend you write Max who is Deputy Coordinator for International Organization Affairs, OICD, USDA, Washington 20250.

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GPO WORKSHOPS ON TAP

Because of continuing interest in the Govt. Printing Office's "Editorial Planning for Printing Production" course, there has been a major revamping of the course to allow more folks from across the country to attend. Each session will be offered four times yearly now, rather than twice. Sessions have been changed from part-day units over a 4-week period into a 3-1/4 consecutive day schedule.

The course is provided to help govt. writers and editors and others who prepare specs for use in getting printing from GPO. Reservations are restricted to GS-5s and above.

Upcoming seminars are scheduled for March 17-20, June 9-12 and in Sept. and Dec. next year with no specific dates yet.

"Design Focus," the one-week seminar for federal designers, is scheduled for Feb. 11-15. Reservations are for GS-5s through GS-12s.